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Hong Kong Traders Enjoyed the Great American Texas Barbecue 2013

Report Categories:

Agricultural Trade Office Activities

Export Accomplishments - Events

CSSF Activity Report

Livestock and Products

Poultry and Products

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Report Highlights:

The 2013 Great American Texas Barbecue was successfully held on November 26, 2013 attracted record audience of over 1,000. The event featured U.S. beef and a variety of other U.S. foods and beverages. While ATO Hong Kong was a sponsor, the event was supported by over 80 brands and entities including U.S. Cooperators, restaurants, importers, and non-profit organizations. The event aims to promote U.S. foods to traders and ultimately achieve U.S. agricultural export growth.

General Information:

The Great American Texas Barbecue is an annual event organized by the U.S. Meat Export Federation in conjunction with the U.S. Agricultural Trade Office in Hong Kong and the Texas Beef Council. The event, which has been held every year since 1994, is an evening of celebration of U.S. foods and beverages in the festive atmosphere of friendship and family embodied by a true Texas style barbecue. The event targets to advertise the variety and quality of U.S. foods and beverages to local traders and ultimately achieve continual growth of U.S. agricultural exports. Hong Kong's top food and beverage people and VIPs are invited, and they will be given a cowboy hat and bandana to engage in the American spirit alongside fine foods and live music. The Barbecue features prestigious restaurant groups and guest chefs to manage cooking booths with a view to showcasing the versatility of U.S. foodstuffs from beef to wine to fresh produce.

The 2013 Great American Texas Barbecue was successfully held on November 26, 2013 in Kowloon Cricket Club and attracted a record audience of over 1,000. Guest chefs Timothy Broderick and Tom Perini were treating the guests with their signature dishes, and U.S. Culinary Ambassador Ben Ford was addressing the crowd his draft-driven approach to cooking.

The Barbecue also featured a charity angle by introducing Food Angel, a local charity which operates a Hong Kong-based food rescue and food assistance program to help the local underprivileged community.

Around 30 booths were at the Barbecue to showcase and share tasty American foods and beverages. Dishes were cooked in different styles, e.g. Korean, Mexican, Chinese, and classic American, to demonstrate the unbounded usage of U.S. foodstuffs. These U.S. ingredients included beef, lamb, pork, chicken, oysters, ice cream, lemons, grape, pears, apples, wines & liqueur, seasonings etc. While ATO Hong Kong was a sponsor of the Barbecue, over 80 brands and entities including U.S. Cooperators, restaurants, importers, and non-profit organizations participated in the event contributing to the great success.

